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How to Learn GOLF

by
P.A.Vaile



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SPALDING'S PRIMER SERIES
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HOW TO LEARN GOLF

BY
P. A. VAILE

AUTHOR OF

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No,

Introduction

This book is called a Golf Primer and it no doubt will be of service to those starting the game, but it must not be thought that its use is limited to the novice. There are countless thousands of golfers who are not doing themselves justice in their game, simply because they are following out many of the foolish notions which afflict golf and golfers to an extent not seen in any other sport.

Much of the tuition in this book was regarded as absolutely revolutionary when Mr. Vaile published "Modern Golf," in London, in 1909. It has since been proved to be sound in every respect and the publishers believe that the great army of players who still follow such notions as putting the weight on the right leg at the top of the swing, allowing the left hand and arm to take command of the stroke and making a "sweep" of the golf drive instead of a hit, will probably benefit their game considerably by a careful study of these pages and a critical comparison of them with the teaching laid down in other books on this subject.

The American is keen and intellectual in his games and so he succeeds. In England there is a foolish idea that knowing a game thoroughly means enjoying it less. This has cost England her supremacy in sport. Mr. Vaile saw it coming in golf long ago. He had foretold England's downfall in tennis on account of her defective methods. It duly came, although they were "on top of the world" when he prophesied it, and—at the time—most players

thought otherwise. In "Modern Golf" Mr. Vaile said: "We must not have the same condition of things in golf. I see it coming—from America—as clearly as I did in lawn tennis, unless players, particularly amateurs, *learn* all they can about the game."

It was the American amateur who put American golf "way up" in the world. It is the American amateur who will keep it there unless England pays more attention to the science of the game.

In the case of lawn tennis it was the Australasians who, Mr. Vaile said, would defeat England. They afterwards held the Davis Cup for five years. The fact is, that in all games we *must* use our brains if we want to move with the times, and it does not mean enjoying the game less.

There can be no doubt that Mr. Vaile's work has revolutionized thought in connection with golf, and this is the first attempt that has been made to give golfers in a cheap and concise form the benefit of his lucid and scientific instruction.

The very instructive series of photographs which illustrate this book are of John D. Dunn, the well known golf teacher of New York, who has for years taught his pupils on the lines laid down by Mr. Vaile.

The photographs were taken by Brown Bros., of New York City.

Putting

It is usual in teaching golf to start with the driver. Obviously this is wrong. Many professionals know it is wrong, but the insistent cry of the beginner is "Teach me the swing."

This frequently results in his acquiring the swing and nothing else.

In all good tuition the pupil is taken by easy stages from the simplest to the most difficult work. We shall, therefore, without further argument, put the ball down on the putting-green six inches from the hole, give our pupil a putter, and, as he progresses in his education, "back" him through his clubs to the tee—on a practice hole, of course—instead of turning him loose on the tee to cut the county into strips and to obstruct people who are willing and able to play the game.

I did not learn golf that way. Very few people ever did, but it is the proper way. Many of the best players were formerly caddies who acquired their familiarity with, and confidence in, the golf ball by chipping it about while waiting to go out.

Putting is almost half of the game of golf. Indeed it would hardly be going too far to say that it *is* half the game. A familiar illustration is to say that 72 is a good score for practically any eighteen-hole course. Allowing a man two on every green, he takes 36 puts, leaving exactly half the strokes of the round distributed among all the

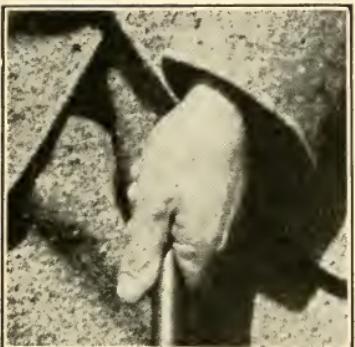


PLATE 1.—Left hand grip.

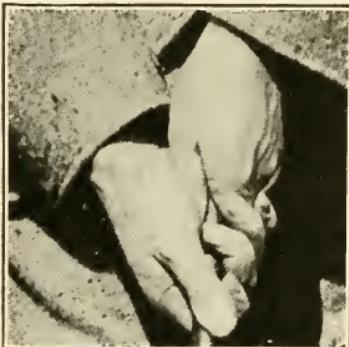


PLATE 2.—Overlapping grip.



PLATE 3.—Front view of overlapping grip.

other clubs. This should impress on the golfer the extreme importance of getting right to the heart of his work on the green.

The first thing we have to teach is the grip. The overlapping grip, or the Vardon grip, as it is often called, because Harry Vardon was the first of the great professionals to use it, is that which is most favoured. This is probably the best grip, not only for putting, but for playing the game of golf generally.

Plate 1 shows the left-hand grip on the club. Plate 2 shows the grip of both hands, the little finger of the right hand overlapping the first finger of the left. It will be seen that the left thumb is quite covered up and hidden by the right hand. The third plate shows very plainly, from a front view, how the modern grip tends to bring the wrists together and so produces greater harmony of action in the swing.

There is at the present time no better grip in golf than this, although some quite famous players still use the old two-handed grip without any overlapping. These players had, however, almost without exception, formed their game before the introduction of the overlapping grip. Golfers are an extremely conservative class and they change their habits very slowly, but it is quite probable that within a few years a change in the hold of the club will take place which will have the effect of promoting the right hand to its natural place on the club and causing the overlapping to be done by the left instead of, as now, by the right.

I must say something now about the choice of a putter, although it will be well to get some friend who knows the game, or your professional, to assist you in the choice of your clubs.

You must see to it that your putter is at least so deep in its face that it is impossible for you to deliver your blow beneath the centre of the ball. There are many putters on the market which do not satisfy this condition. The consequence is that a much greater chance of error is introduced into the player's game by reason of the fact that the narrow face allows room for much greater play up and down on the ball.

A plain metal putter, such as that shown in the plates, is the best for all general purposes. I am opposed to all broad-soled putters, as they give a greater chance of soling accidentally, and I unhesitatingly condemn all fancy putters having the weight mainly at the sole of the club.

Through the green we want much of the weight low, for we want to raise the ball. On the green we want to



PLATE 4.
Frontal address.

keep the ball down all the time. Therefore, we must move our weight up towards the centre of the club, if not above it, and have the face of our putter deep enough to rob us of any chance of making the fatal error of hitting underneath the centre of the ball.

Plate 4 shows how the player should address his ball. This is called the frontal address. It will be seen that the line to the hole and of the putter sole form a right angle. This is of the first importance. The player's eye should be right above the ball, and the ball, the hole and the eye should be in the same vertical plane, establishing what I somewhat arbitrarily call the "triangle of vision." The importance of this lies in the fact that one is working down the one line, or, to be more correct, in the same plane. If one uses a putter with an exaggerated lie—say, for the purpose of illustration, too upright—one's eye is away beyond the ball and the line from the ball to the eye is in an entirely different vertical plane from that wherein are the ball and the hole.

Plate 5 shows the position the player takes up after having taken his frontal address. The putter must be lifted carefully from in front of the ball and soled behind it as shown.

Plate 6 shows the swing-back for the put. It is very important to keep the head of the putter in the line of run to the hole produced, as shown in the illustration. Note also that the putter is still at a right angle to the line.

Plate 7 shows the finish of the put. The stroke has been



PLATE 5.
Stance and address in put.

played and the club has followed through down the line, still preserving the right angle. This is the whole secret of direction. The right angle must be preserved at the moment of impact.

Plate 8 is a side view of a swing-back for a short put. It shows the position of the ball, the distribution of weight and the wrist action very clearly. In putting, body and head should both be kept as still as possible until the stroke is played. The put is sometimes called a pure wrist stroke. It is not so. It should be played as much as possible with the wrists on the backward swing without in any way constraining oneself; but in the follow through the arms *must* go out after the club, otherwise the head of the club will swing across the line of run and interfere with the direction.

The action in the true put should be as nearly as may be, having regard to the different mechanical conditions, that of the pendulum of a clock. If our putter were upright, the pendulum action would be a perfect illustration, but as it lies over at an angle it can only be taken as a general illustration; nevertheless it is a good idea to keep in one's mind.

One must utterly ignore all advice to hit the ball in putting so as to produce spin of any kind, especially back-spin. For all ordinary purposes of practical golf, spin on a golf green may be regarded as not existing. The time will come when our student may go beyond this, but even then there will be very few occasions when a put has to be played where anything other than the perfectly plain ball is required.



PLATE 6.
Swing-back for put.

Above everything, avoid tapping your ball. Endeavour to regulate the length of your put by the length of your swing-back. When once you have acquired this habit you will not have to depend on your muscular memory, as the man who taps has to do.

“Always be up” is a splendid motto in putting, for to use another very old and true saying, “Never up, never in.” Therefore, in your approach put, that is to say, in all long puts, take a point beyond the hole and make up your mind to put across the hole. If you make the hole the stopping place in your mind you are almost sure to stop short of it in the vast majority of instances—as indeed one does in all strokes in golf. It will pay to be bold and to give the hole a chance in all long puts.

Putting over undulating greens cannot be acquired except by practice, but in playing on such greens or on sloping greens one great maxim should be kept in mind. As the bowler says, “Never be narrow”; in other words, always “borrow” enough of the green to ensure your ball having a chance to cross the hole instead of fading away before it reaches it.



PLATE 7.
Finish of put.

Playing a Stymie

We now come to a situation which is frequently encountered near the hole, namely, the stymie. This occurs when one ball is in a straight line with the other, between the latter and the hole, and so that the player of the obstructed ball has to play round or over the intervening ball in order to hole out. It is clearly shown in Plate 9.

The modern method of playing this stroke was introduced by me about 1905. The difference between it and the old stroke will be seen from the illustrations.

Here we see the player taking his line by frontal address and calculating the distance to the intervening ball.

Plate 10 shows that the frontal address has been completed and the club transferred to the rear of the ball. It is now swung back, barely clearing the ground, as shown by the white dotted line in Plate 11, until it gets to the position shown in that plate.

Plate 11 shows the extent of the swing-back. The club now returns smartly along the white dotted line, still parallel with the green, until it hits the ball as low down as it can get. The idea in one's mind should be rather to endeavour to "divide" the ball from the green, by going between it and the ball, than to hit the ball. This is important if one desires to obtain the full degree of delicacy and control.

Plate 12 shows us the stroke played and the club following through, still as low down to the green as possible.

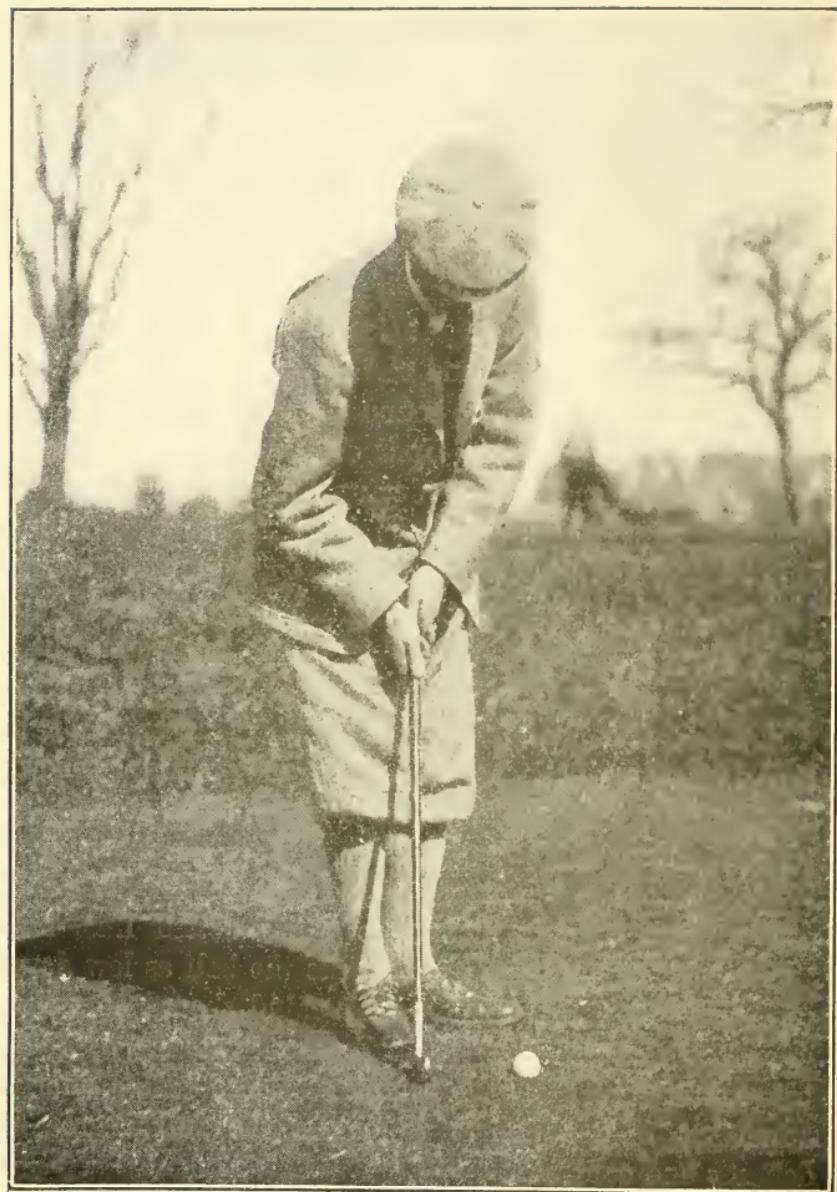


PLATE 8.
Swing-back for short put.

The difference between this stroke and the ordinary stymie stroke is shown by the white dotted lines. The curved line represents the old mashie pitch; the straight line shows the new stroke. If there is *any* curve in the new stroke its usefulness is discounted. It is the only straight stroke in golf, and, properly played, is much more delicate and gives both a quicker rise and more back-spin than the old stroke.

George Duncan, the famous young English professional, was the first player to whom I showed the stroke. He abandoned the old stroke, as he maintains that this stroke has put it out of date; indeed, when being photographed for "Modern Golf," he said it was useless to show the old stroke.

The remarkable accuracy of this stroke is in a large measure due to the almost inexorable demand which it makes that the player must keep on the line both before and after impact.

This stymie is usually played with a mashie, but a mashie-niblick or a niblick is often a better club, on account of its sharp front edge and the greater loft, which allow one to get further under the ball.



PLATE 9.
Frontal address for stymie stroke.

Prevalent Misconceptions About Golf

As we have now earned the right to leave the putting green we must consider quite a number of things in connection with the game of golf that are commonly preached, which, if followed by the beginner, would retard the development of his game for years.

For instance, we are gravely informed in one book by a man who has won five open championships that putting is a gift, an inspiration, and that it cannot be taught. Two other golfers who have between them won eleven open championships confirm this stupid statement. Fortunately, five-times-champion Number One, who was, when he started the statement on its travels a very bad putter, became quite good, and in another book says truly that a bad putter may become a good putter and gives himself and his ease in proof, but does not say how he effected the transformation, which was simply by abandoning tapping and back-spin and using the swing. The trouble, however, is that scores of thousands of bad putters believe this nonsense and resign themselves to their fate instead of realizing that putting is the simplest and easiest thing in golf to teach, and that one could make deadly putters of thousands of people who never could be golfers.

So easy and natural is the action of putting, that I have not worried the student with numerous directions about stance and other things. He can see. Let him look and take it in through his eyes after having learned the main general principles.



PLATE 10.
Stance and address for new stymie stroke.

The truth is that the sound teacher of modern golf must devote his attention to teaching the student what a great number of things it is expedient to *forget while one is making one's stroke*, instead of which the whole end and aim of every book published seems to be to bewilder and confuse utterly the unhappy player by the multifarious and erroneous directions given.

As it is with putting, so it is with the drive. Directly one comes to the most complex stroke in the game, a stroke which in the nature of its production is, if not unsound at least very difficult to execute perfectly, a stroke demanding the highest degree of mechanical accuracy, one is told the weirdest nonsense about it.

Let us consider now the question of the distribution of weight in the drive. Where is the main portion of the weight at the top of the swing?

This is a question of fundamental importance to the game. Sixteen open championships, with all the weight they carry, cry aloud, "On the right foot"—but it is not. It is mainly on the left foot and *never*, by any possible chance, in a perfectly executed drive, gets on to the right.

We must briefly examine this question. All the greatest golfers whose names have been attached to books state plainly that at the top of the swing the weight is mainly on the right. Some of them say it is entirely on the right.

But these same writers say that at the address the weight is evenly distributed and thereafter one must not sway at the hips or the head. Clearly, if one starts with



PLATE 11.
Swing-back in new stymie stroke.

one's weight equally distributed and has an invisible wall of rock against one's side which is remote from the hole, as one has who is precluded from moving at the right foot, hips and head, one cannot very well get one's weight or any considerable amount thereof, in excess of that which it carried at the start, on to the right.

One might think that this is so obvious that it is unnecessary to labour the question. I had to demonstrate it in London by the machine shown in Plate 12A. James Sherlock is there shown playing a drive, and he demonstrated beyond a shadow of doubt that the major portion of the weight at the top of the swing goes on to the left.

This machine was made for me at great trouble and expense, and in the West End Golf School, Piccadilly, London, I gave a demonstration to the press of the United Kingdom and golfers which must rank in the history of golf, for it conclusively proved the impossibility of the prevalent teaching of golf.

As will be seen from the photograph, the main portion of the weight goes forward. When once this is realized, half the danger of slicing is gone.

This photograph serves also to dispel another mischievous doctrine. It proves clearly that the weight rests mainly on the left foot. Nearly every book tells the student to pivot on the *side* of his left toe and to bend his *left knee* in *towards* his *right leg*. Both of these directions are very unsound. It will be seen that Sherlock has his weight distributed *right across* his foot from the ball of the big toe, and that his knee is bent *towards the ball* and not towards the other leg. These two things mean



PLATE 12.
Stymie played. Ball in air.

the difference between a sound base and the unsound one, that the player, who follows the prevalent teaching, has. Moreover, what Sherlock and, I may say, Harry Vardon do is the natural thing, and therefore likely to be the best, while the other is quite unnatural and will not bear analysis or practical trial in comparison with the method shown so well by the photograph.

Here again is an instance of teaching by elimination. If one has gathered this natural and comfortable thing to do from the actual illustration of its being done and has practised a little, one does not have to think of it at the time of playing. It comes naturally; whereas, the other never would, for the knee was not made to bend sideways.

After this question of the weight, perhaps the most harmful delusion is what I call the fetish of the left. This is a blind belief on the part of many golfers that the left hand and arm are more important in the golf swing than the right hand and arm. This is of course absolute nonsense, but one man who has won five open championships does not hesitate to state his belief in the superstition, although he does say that he himself does not follow it.

The fact is, that the right hand and arm are dominant in the golf swing, as they are in practically all two-handed strokes, but in the case of a golfer who knows what he is doing, the idea of domination never arises. It is the last thing that should be in anyone's mind. Any attempt whatever to apportion any specific amount of power to either hand is so stupid that it is amazing to find great players advocating it.

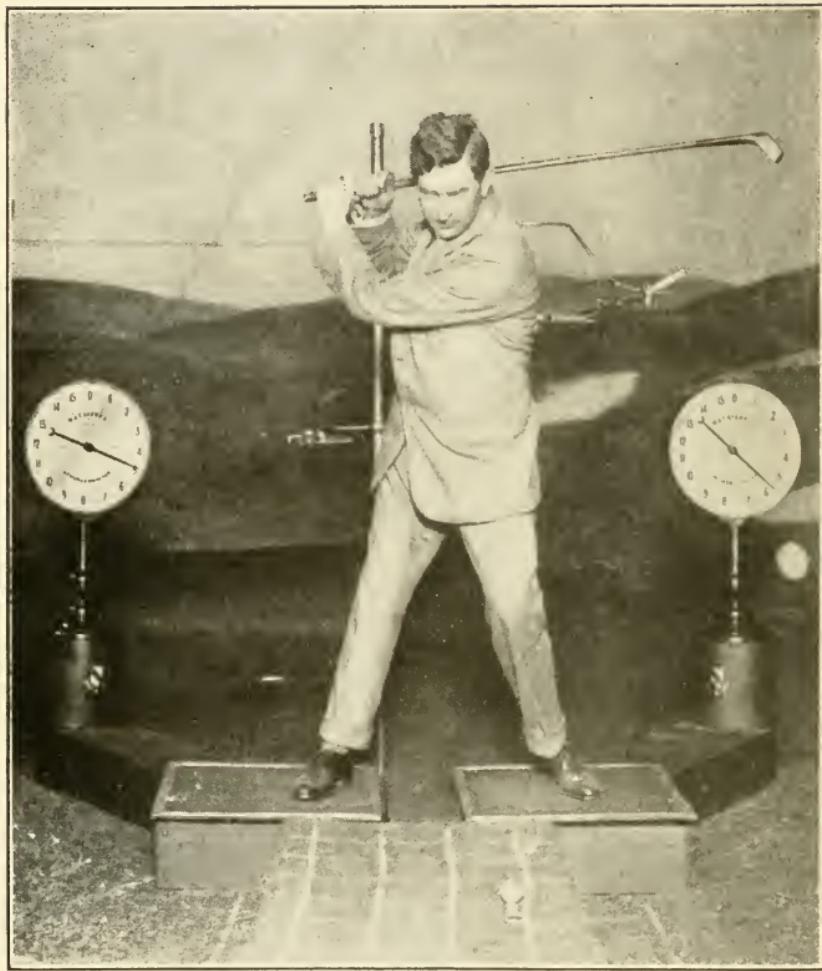


PLATE 12A.

Machine used in demonstration at West End Golf School, London, when Mr. Vaile proved the theories of Braid, Taylor and Vardon to be unsound. Sherlock driving.

When I first attacked this idea in London, George Duncan, in an interview, completely upheld my views and, indeed, no self-respecting professional now dares to teach the predominance of the left. This is another unnatural notion gone. The natural method is easy and *requires no effort of memory at the time of making the stroke.*

Then we are told that the golf stroke is a sweep—not a hit. We are told to sweep the ball away with a gentle, flowing motion and so on, which is sheer futility. The golf stroke is played so rapidly that pictures taken at one-twelve hundred and fiftieth of a second are mere blurs. Can one imagine a gentle sweep proceeding through the air at this rate? As a matter of fact the golf drive is a hit, and a very fine hit at that, when well done; but although it is a hit there must of course be no idea whatever of arresting the club at the ball. It must follow right out after it until it comes round naturally.

Let nobody who desires to drive well be led away by these imbecile notions which cluster round golf thicker than the cobwebs of tradition festoon the national life of dear old England. Let him make up his mind to *hit* his ball, which is what he would try to do *quite naturally* unless his mind had been obsessed by the *unnatural* idea of a sweep by the iteration and reiteration of the wonderful army of golf parrots, who repeat the things they hear others say without in any way analyzing them or trying to use their own reason.

We are frequently told about the wonderful things that can be done by "getting one's wrists into it" at the moment of impact. The greatest of golfers publish this nonsense.



PLATE 13.
Stance and address for chip shot with mashie.

Vardon calls it a kind of superstition and says he does not believe in it. It is assuredly unsound and calculated to spoil the drive of anyone trying to use it. The wrists do their chief work in the earliest stages of the swing, when the weight of the club falls *across* them in the way in which they bend least. The thing which writers and teachers mistake for wrist action, *immediately before, at, and directly after the moment of impact* is merely the natural roll or turn-over of the forearm bringing the club back to the position it occupied at the address. The wrists finished their work long ago. This delusion about the wrists is another thing which it is most important to forget.

I showed clearly in "The Soul of Golf" that the game has suffered terribly in the past from the multiplicity of false instructions and that it is mainly by recognizing these for what they are, putting them out of mind and letting Nature have a chance, that the golfer will arrive at the true spirit of the game and the ability to play it and understand it so as to get the best out of it. I am glad, indeed, to see that this line of tuition is being followed, particularly in America.



PLATE 14.
Swing-back for chip shot with mashie.

The Mashie

Second only in importance to the putter comes the mashie. This is the club which can so often save you a stroke on the green. Having learned to rely on getting down in two the student turns to his mashie if he has not already done so, as I suspect he has.

Plate 13 shows the stance and address for a "chip" shot with the mashie. This is used for short shots quite near the green.

Plate 14 shows the swing-back for the same shot. Observe how little the forearms have moved. Notice carefully the position of the feet and that the legs are practically stiff or barely flexed, while both feet are in full contact with the earth.

Plate 15 shows the finish of this useful stroke. Notice the position of the club. The face is still at a right angle to the line of flight and it has finished straight down that line. These are two important points in obtaining accuracy. Note carefully the position of the left elbow, which is pointing toward the hole. This prevents follow through and tends to add back-spin to the stroke.

Plate 16 shows the top of the swing in a cut approach. The club passes sharply across the face of the ball, imparting considerable spin to it. This stroke is not nearly so difficult as it is generally represented to be. It must not be played by attempting to draw the hands in during impact. The cut is made by the club traveling rapidly across the ball at the instant the latter is sent away toward the hole.



PLATE 15.
Finish of chip shot with mashie.

The Iron

Plate 17 shows the top of the swing for an iron shot. Notice carefully how the wrists go in under the club. This is very important, for the wrists must be well *under* the club at the top of the swing if one is to get the best results. The swing here is very upright and the club is almost parallel to the line of flight. The weight must always in this shot be more on the left than the right.



PLATE 16.
Top of swing in cut-mashie approach.

The Cleek

Plate 18 shows stance and address for the cleek. Notice the position of the feet and that the hands are slightly in front of the head of the club, as in most ordinary shots played with iron clubs.

Plate 19 shows the top of the swing in the cleek shot. The weight must be mainly on the left leg. This, however, comes quite naturally when one realizes the true principle of the distribution of weight. A clear illustration of it may be given by assuming that the golfer has a leaden body and two iron pipes instead of legs. If one were then to take an axe and bend the left pipe forward half way up, it would shorten the support and very naturally some of the weight would come forward. This is what actually happens so far as regards this position in the golf swing.

Plate 20. This is the finish of the cleek shot. Notice the position of the left foot solidly and firmly fixed and pointing in such a direction that the weight is not thrown across it, but down it from the instep to toes. This has much to do with the stability of the finish.

Plate 21 shows the method of playing a ball from a bunker. The club must not be grounded in a bunker. In its downward path it cuts into the sand a little to the rear and right of the ball and lifts it nearly straight up.



PLATE 16A.
Finish of cut-mashie stroke.

The Driver and Brassie

I have already stated all the general principles of driving in laying down the things which are *not* to be done, which are, in fact, to be forgotten. This seems very much like turning a man loose without instructions, but in effect it is not, and it will be found that these *natural things* sink into his mind *and body* from the mere telling, particularly when accompanied by illustrations, and that they become a part of him, a habit in fact, in a manner which is out of the question when he is striving to remember and to produce a series of unnatural and complicated actions in a period of time which is wholly inadequate for any *consecutive* thinking, even when conducted on sound and natural lines.

The stroke with the driver and the brassie is the same. The brassie is used when the lie of the ball is not good enough for the driver.

Plate 22 shows the stance and address for the drive. The weight is equally distributed between the legs.

Now ensues a quite important operation in golf called the waggle. I illustrated it for the first time in golf literature in "Modern Golf." I shall show it again here, for many people waste much time and injure their game by excessive waggling.

The series of positions shown here explain how George Duncan waggles. He is one of the quickest players living, but even for ordinary players nothing more than is here shown is necessary.



PLATE 17.
Top of swing in iron shot.

Plate 23 shows how the club comes up from the address approximately as shown by the dotted line A-B to C. From there it goes back to the position shown in plate 24 and marked D in plate 23.

Plate 24 shows how the club goes forward down the dotted line until it rests for the briefest possible time as shown in the next plate.

Plate 25 shows how the club halts for an instant and then sinks into the position shown in Plate 26.

This, then, is Duncan's waggle, so far as I am aware the only one which has ever been illustrated in the history of golf, which, if true, is rather peculiar, for a bad waggle is quite a bad feature in anyone's game.

We have now returned to the stance and address. The next position is important. It is shown in Plate 27 and is called the press forward. Immediately prior to raising his club, which is *lifted* easily and naturally from the earth, the player should press his hands forward slightly. This is an old St. Andrews trick. It is considered to improve the rhythm of the swing and to prevent the wrists going back before the head of the club.

Plate 28 shows us the club leaving the line of flight of the ball. The left heel begins to rise directly the club head leaves the ball.

Plate 29. Here we see the forearm turning over. The left knee is bending in, as already described. The main portion of the weight is squarely across the left foot.

Plate 30 shows the player near the top of the swing. The right leg is rigid and the right foot is firmly planted on the ground. The wrists have come in under the club and the weight is still in the main on the left foot.



PLATE 18.
Stance and address for cleek shot.

Plate 31 shows us the top of swing. Note carefully position of arms and wrists. Everything depends on getting a good start. This cannot be done unless the wrists and arms are well placed under the shaft. Never let the motto "Slow back" worry you. It is another useless cumberer of your mind. Never think of your speed except to see that you have not enough to cause you any inconvenience or loss of power in arresting your swing at the top. This is another thing easily forgotten and well out of the way.

Plate 32 shows the club returning to the ball and the turn-over of the forearms is clearly shown here. The left foot is now firmly planted and the right is pivoting on the ball of the toe.

Plate 33 shows the moment of impact. The right heel is up and the right leg is bending forward. The weight on the right is shifting forward to the left.

Plate 34 shows the club following through down the line. Note that the club face is still at a right angle to the line. The player has already ceased to look at the place where the ball was, as one is so often wrongly told to do. Such a course must spoil any follow through, for a rigid head and neck must hold back the right shoulder and throw everything out of gear. The head comes round *immediately after* the ball is struck and turns naturally with the body.

Plate 35 shows the finish of the drive with all the weight on the left foot. There is merely enough weight now on the right to preserve the player's balance.



PLATE 19.
Top of swing in cleek shot.



PLATE 20.
Finish of cleek shot.



PLATE 21.
Playing a niblick shot.



PLATE 22.
Stance and address for the drive.



PLATE 23.
First part of the waggle.



PLATE 24.
Forward movement in the waggle.



PLATE 25.
Finishing the waggle.



PLATE 26.

Return to stance and address for the drive after the waggle.



PLATE 27.
The press forward in the drive.



PLATE 28.
Club leaving line of flight.



PLATE 29.
Showing turn of forearms in upward swing.



PLATE 30.
Near the top of the swing.



PLATE 31.
The top of the swing.

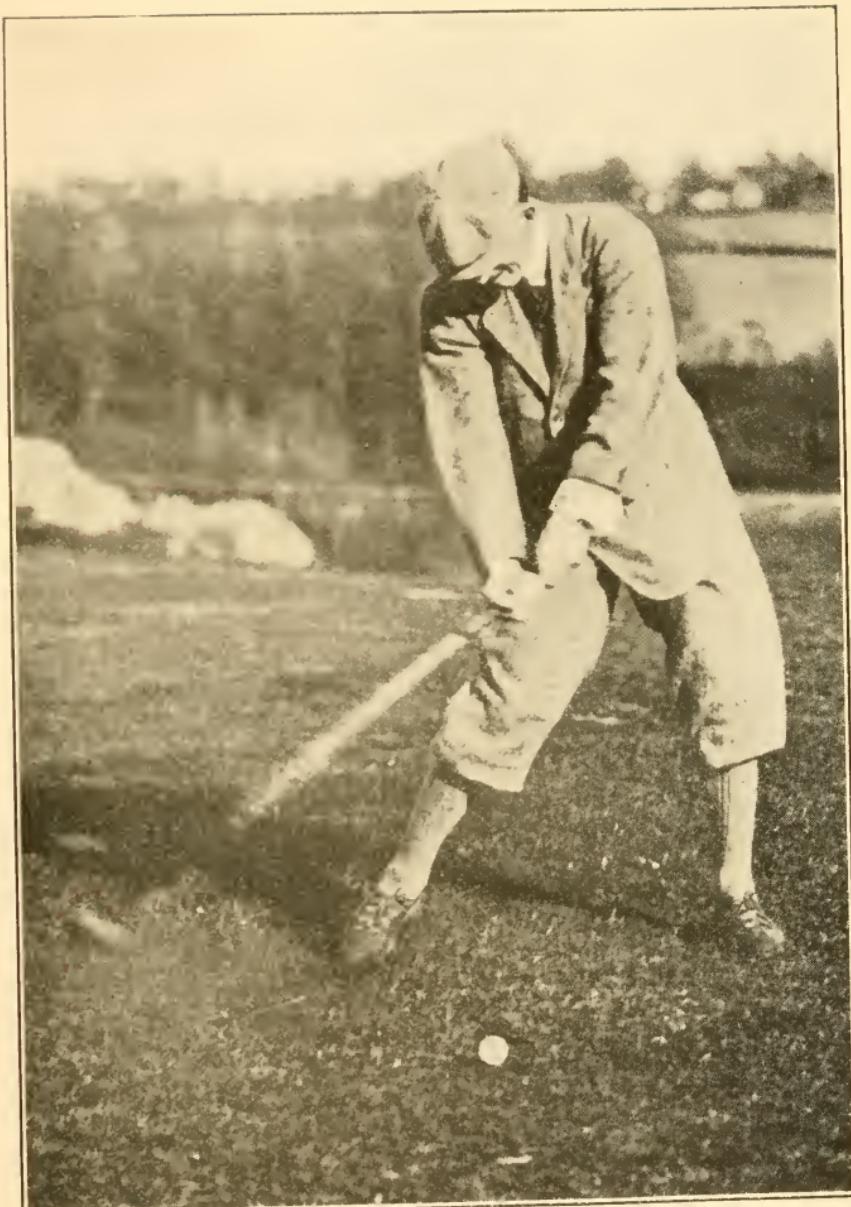


PLATE 31A.

Club returning to the ball. Note that the right arm is providing the power.



PLATE 32.

Club nearing ball. Note turn of forearms, commonly miscalled wrist-work.

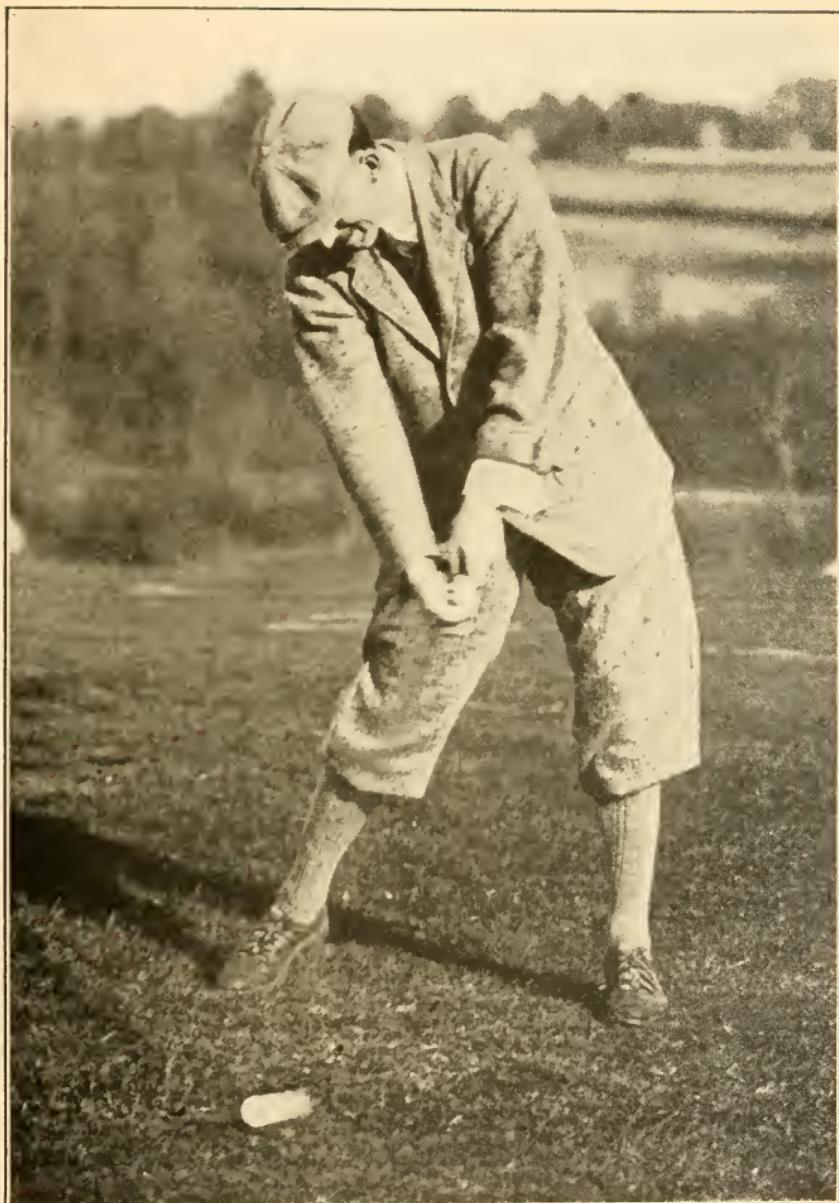


PLATE 33.

The actual moment of impact. The club was traveling so fast that, although the exposure was 1/2000th part of a second, it was not caught on the photograph except where the action was arrested on the ball.



PLATE 34.
Club following through down line.



PLATE 35.

The finish of the drive, showing how nearly all the weight goes onto the left.

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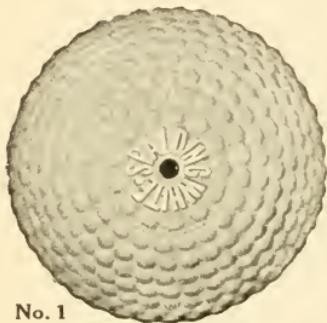
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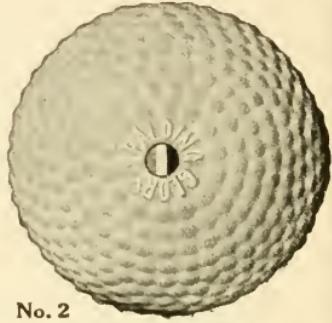
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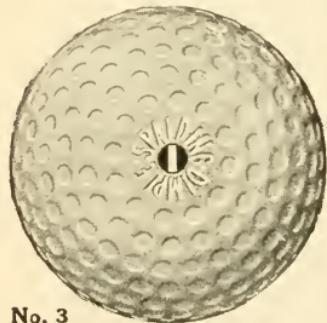
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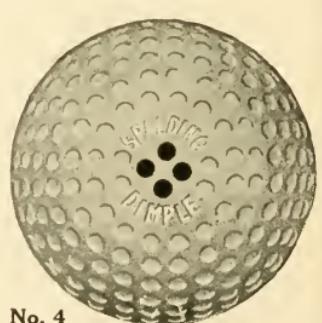
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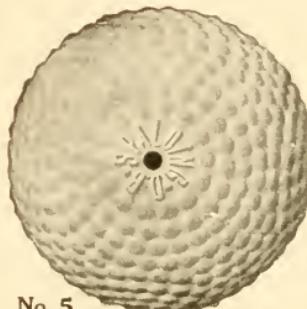
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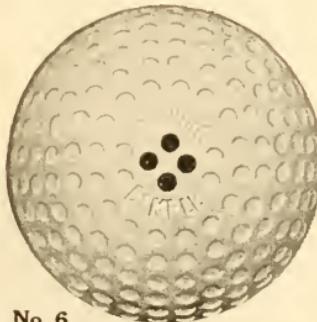
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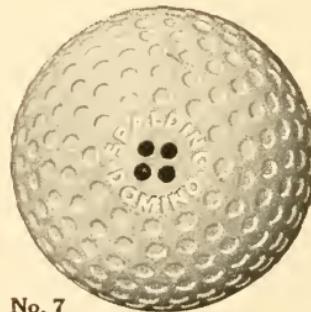


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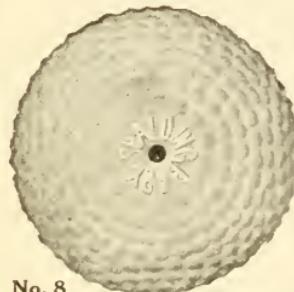


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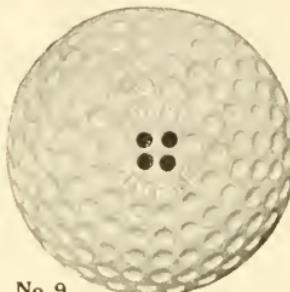
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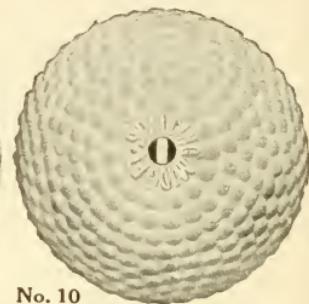
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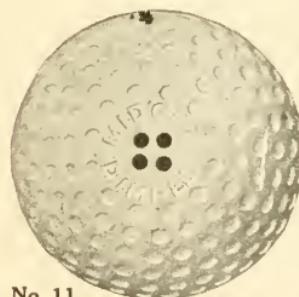
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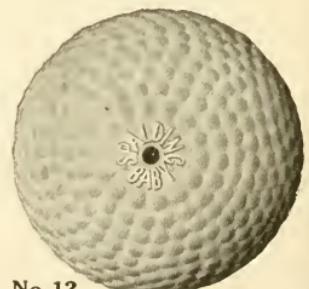


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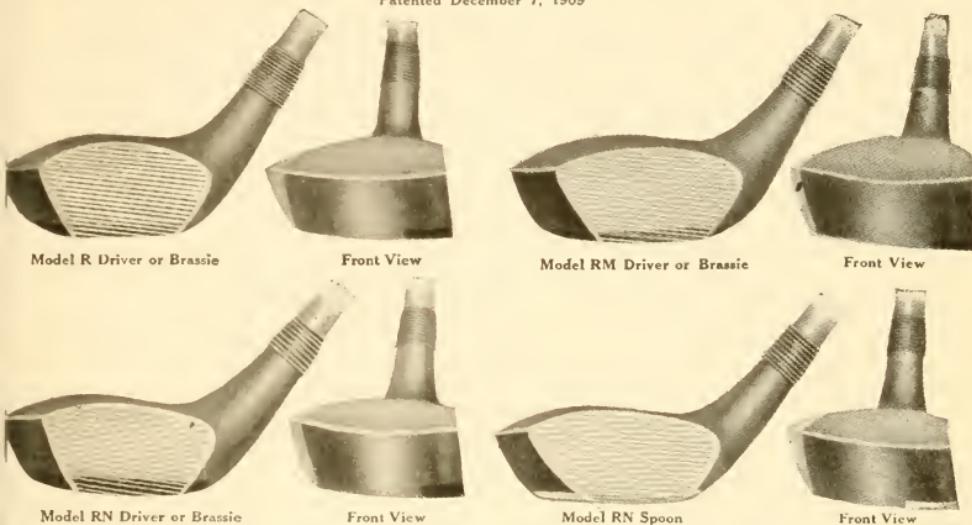
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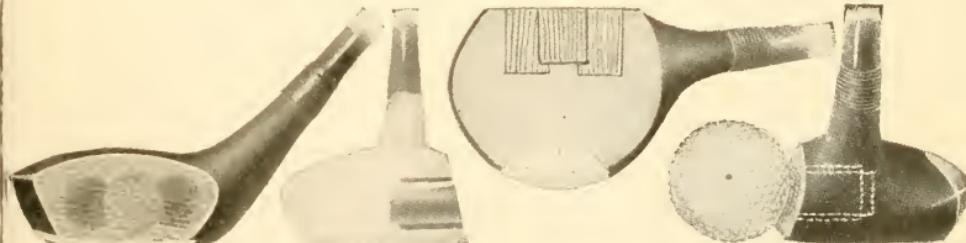
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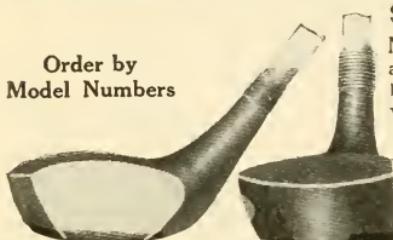
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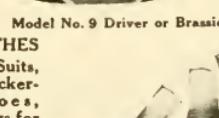
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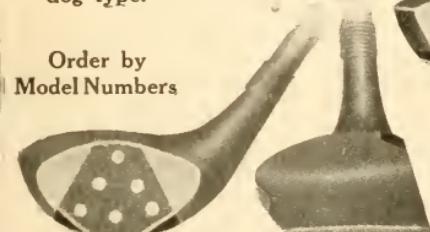


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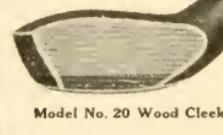
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Front View



Model No. 20 Wood Cleek



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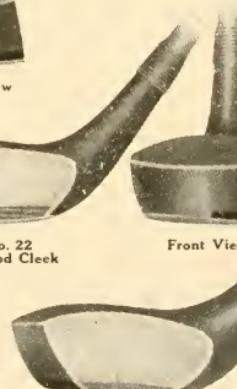
Model No. 21
Socket Wood Cleek

Front View



Model No. 22
Socket Wood Cleek

Front View



Model No. 13 Brassie Spoon

Front View

Brassie Spoon Model 13 is regulation long-headed spoon.



Front View



Front View

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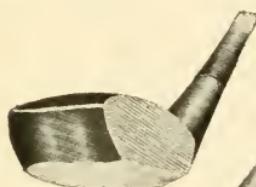


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QUALITY

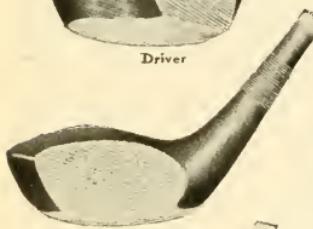
Spalding Biddle Patent "Skooter" Wood Clubs

Copyright 1913
When ordering mention "Biddle Patent"—Pat. Aug. 22, 1911

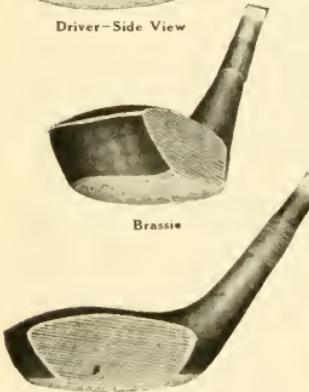
One of the oldest but possibly least understood principles of mechanics has been employed by the inventor in designing these clubs; the idea being to parallel the desired plane of flight of the object with the plane of the driving force or implement, so as to secure approximate precision and regularity of flight. The lip portion of the face has been slightly raised to avoid danger of deflection, the club when it meets the ground sliding along instead of digging in. The different models in which these Biddle Patent Wood Clubs are made are varied in the proper degrees to secure the requisite range of flight to accommodate almost any course condition possible to be covered by a wood club. Models supplied: Driver, Brassie, Brassie Spoon, Brassie Cleek. Shafts are all of selected second growth split hickory. Grips of specially prepared calf. . . . Each, \$3.00 Furnished with Spalding Never Slip Grips instead of specially prepared calf grips, 25c. each extra.



Driver

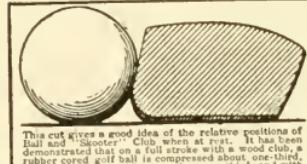


Driver—Side View



Brassie

Brassie—Side View



This cut gives a good idea of the relative positions of Ball and "Skooter" Club when at rest. It has been determined that when a ball is struck with a club, a rubber cored gold ball is compressed about one-third, in some cases possibly more than one-half, with the result that the ball is held in a rounded surface to wrap over, leaving ball in longer and closer contact than with any other type of club. Applied to golf, this gives greater distance and accuracy. Top of club does not catch and thus saves throwing bands forward and sideways.

Spalding Never Slip Golf Grip



A durable grip which "grips," is not sticky, and never gets slick. The grip is stretched when applied and is very firm. Over the end is drawn a rubber cap securely held by a screw in the end of the shaft. Grip, applied to any club or supplied separately, ready to apply. Each, 75c

Spalding "Juvenile" Golf Clubs

Improved models. Every part of each club is of a size exactly proportionate to full size club, making perfect clubs for the use of boys and girls up to fourteen years of age. Specially prepared calf grips.

Drivers or Brassies. Each, \$1.50
Mashies, Mid Irons, Cleeks or Putters. " 1.50



Juvenile Driver



Juvenile
Brassie



Juvenile Putter



Juvenile Cleek



Juvenile Mid Iron

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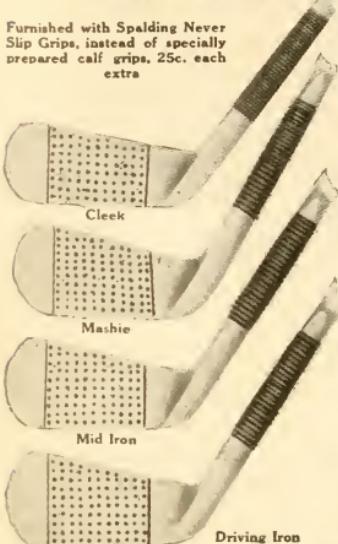
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Spalding "Seely" Patent Irons

When ordering, mention "Seely" Patent.

Patented May 14, 1912

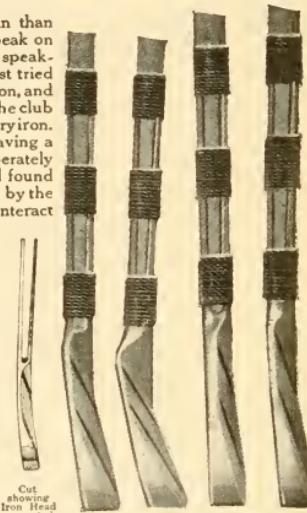
Furnished with Spalding Never Slip Grips, instead of specially prepared calf grips, 25c. each extra



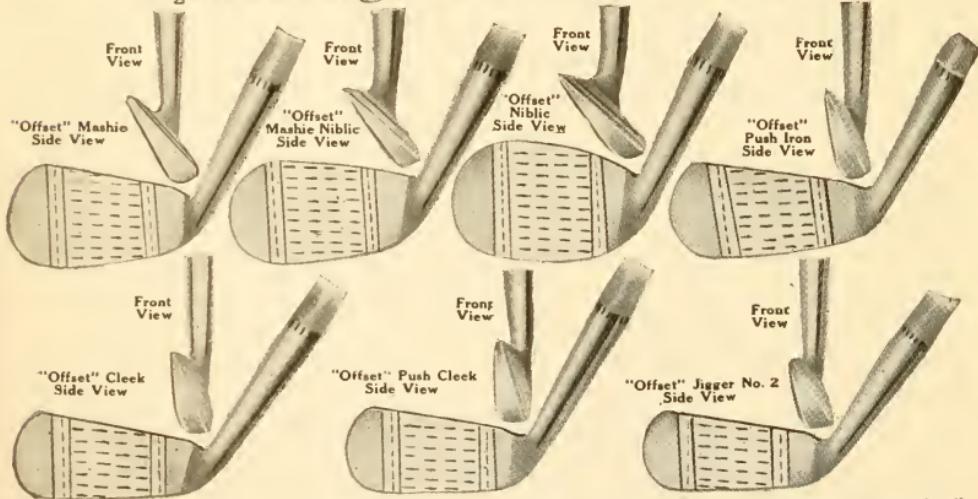
We quote below from report of a man than whom there is none better qualified to speak on golfing matters in this country. He says, speaking of the "Seely" Patent Irons: "We first tried them with a full shot with a cleek, mid iron, and driving iron, and found that the balls left the club with an easier "feel" than with the ordinary iron. It can be likened to the feel of a ball leaving a steely shafted wooden club. We deliberately cut across the ball to induce a slice and found the spring or snap of the head, induced by the two steel shanks, was sufficient to counteract the tendency to swerve to the right to a considerable extent. We tried out on a half shot with the mid iron and then a pitching test with the mashie. The results here were remarkable, as we found that with a little care in playing the shot a most remarkable cut could be induced upon the ball."

The hosel portion, or shank of the iron head, is split or forked to accommodate the shaft which is bound with whipping. Models supplied: Cleek, Mashie, Mid Iron, Driving Iron. Shafts of selected second growth hickory. Grips specially prepared calf. Ea., \$3.00

Furnished with Spalding Never Slip Grips, instead of specially prepared calf grips, 25c. each, extra.



Spalding "Offset" Irons



Hand forged from finest mild steel. This style of "Offset" clubs has proven very popular in England and undoubtedly possesses some remarkably good playing features. Supplied only in models shown—Mashie, Mashie Niblic, Niblic, Push Iron, Cleek, Push Cleek, and Jigger No. 2. Specially prepared calf grips. Made in Rights and Lefts. Mention "Offset" and model name when ordering. Each, \$2.00

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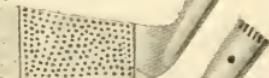
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Spalding Gold Medal Irons

Spalding Irons are made in Rights and Lefts Order by Model Numbers

Front View Cleek No. 1



Cleek No. 1

Front View Cleek No. 3



Cleek No. 2

Front View Mashie No. 1



Mashie No. 1

Front View Mashie No. 2



Cleek No. 3

Front View Mashie No. 3



Mashie No. 2

Front View Mashie No. 7



Mashie No. 3

Front View Mashie No. 6



Mashie No. 7

Front View Mid Mashie No. 4



Mid Mashie No. 4

Front View Mid Mashie No. 8



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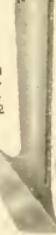
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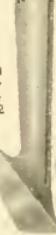
Spalding Gold Medal Irons are hand forged from the finest mild steel. We have taken the playing clubs of some of the best golfers in the world and duplicated them, and they represent our regular stock. If you prefer some other model, we will copy it, and the price to you will be the same.

No. G.M.I. Spalding Gold Medal Irons plain, diamond scored or dotted faces as shown in cuts on this and on page opposite. Specially prepared calf grips. Each, \$2.00. Furnished with Spalding Never Slip Grips, instead of prepared calf grips. 25c. each extra.

Front View Cleek No. 2



Approach Cleek No. 6



Front View Jigger No. 1

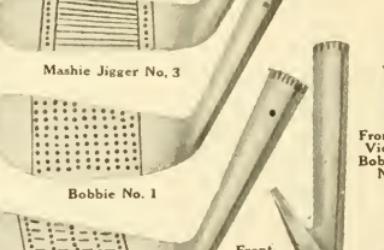


Jigger No. 1

Front View Approach Cleek No. 6



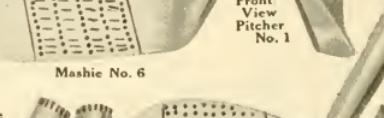
Front View Mashie Jigger No. 3



Front View Bobbie No. 1

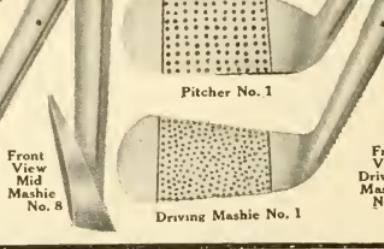


Front View Pitcher No. 1



Mashie No. 6

Pitcher No. 1



Front View Driving Mashie No. 1



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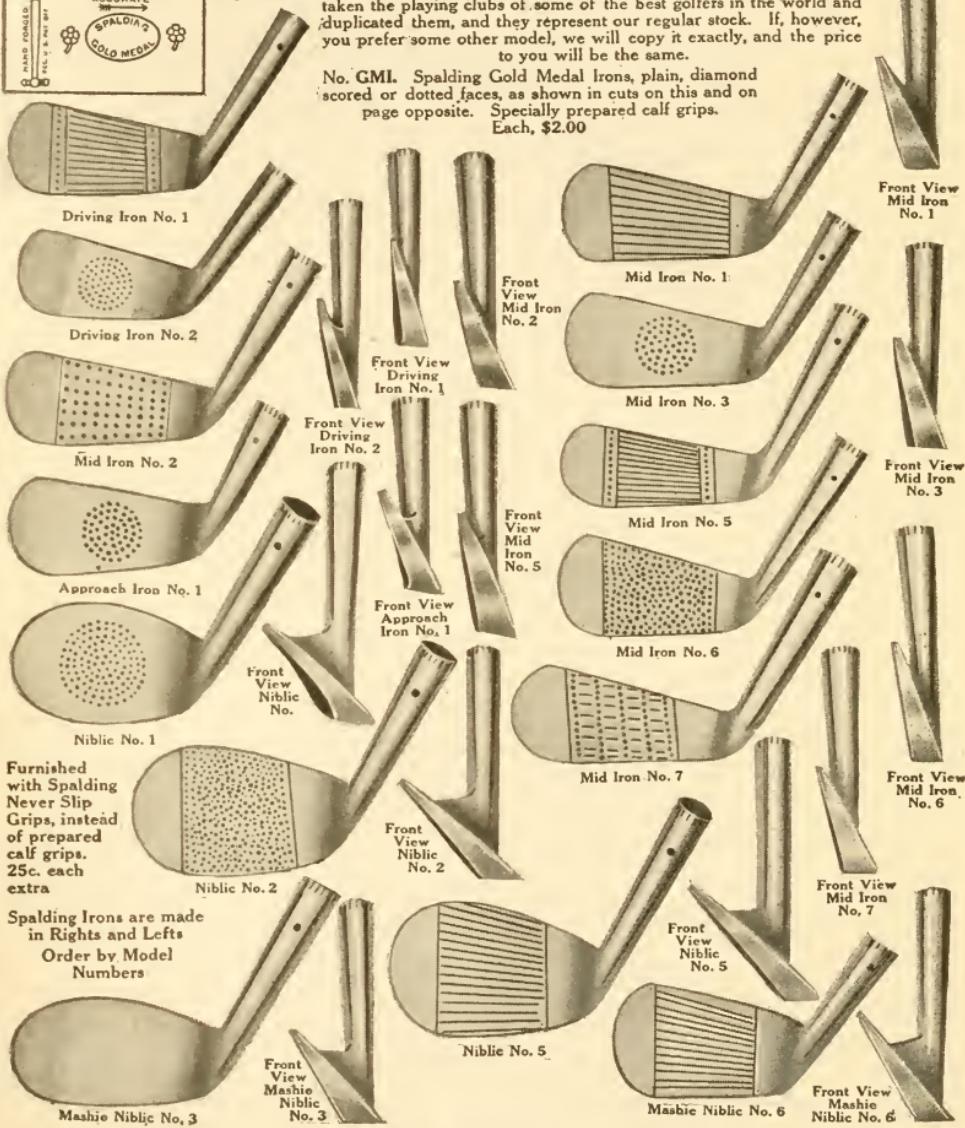
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QUALITY

SPALDING GOLD MEDAL IRONS



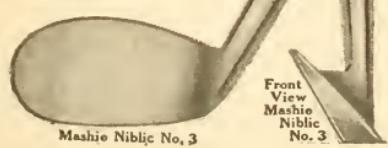
Spalding Gold Medal irons are hand forged from the finest mild steel. We have taken the playing clubs of some of the best golfers in the world and duplicated them, and they represent our regular stock. If, however, you prefer some other model, we will copy it exactly, and the price to you will be the same.

No. G.M.I. Spalding Gold Medal Irons, plain, diamond scored or dotted faces, as shown in cuts on this and on page opposite. Specially prepared calf grips. Each, \$2.00



Furnished
with Spalding
Never Slip
Grips, instead
of prepared
calf grips.
25c. each
extra

Spalding Irons are made
in Rights and Lefts
Order by Model
Numbers



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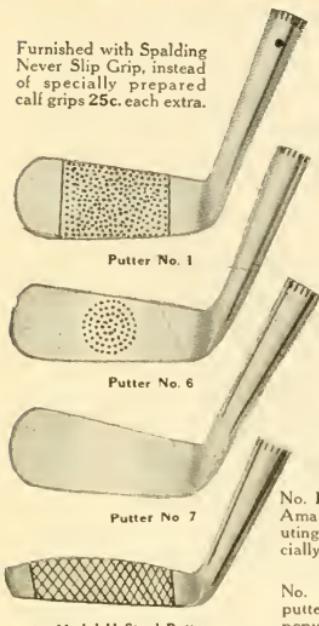
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Spalding
Gold Medal
Irons, Putters
and
Putting Cleeks

Furnished with Spalding Never Slip Grip, instead of specially prepared calf grips 25c. each extra.



Putter No. 1

Putter No. 6

Putter No. 7

Model H Steel Putter

Spalding "Gold Medal" Iron Putters
No. GMI. Iron Putters Nos. 1, 6, 7 and
8, Putting Cleeks Nos. 1 and 2, and
Gun Metal Putters Nos. 9 and G.
Specially prepared calf grips. In
rights and lefts . . . Each, \$2.00



Putter No. G

Putting Cleek No. 1

Putting Cleek No. 2

Putter No. BV

Front View

Spalding Steel Putters

Model H Steel Putter

No. H. Same model as used by Mr. Hilton when he won the Amateur Championship of 1911, his wonderful putting contrib-
uting in a great measure to his success. Spec-
cially prepared calf grips. . . . Each, \$2.50

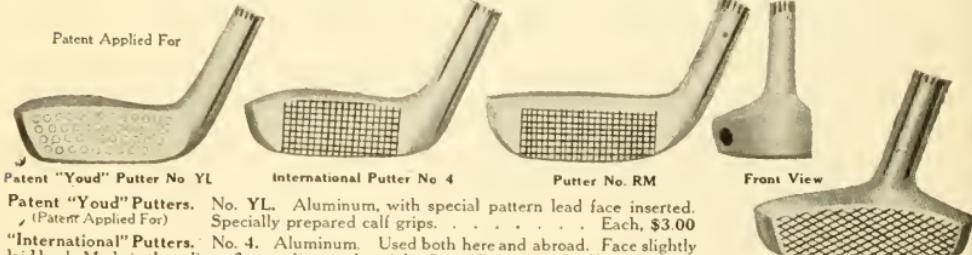
Model BV Steel Putters

No. BV. A variation of the original steel
putter (our No. H) and becoming increasingly
popular. Each, \$2.50

Spalding Aluminum Putters

All are perfectly legal for use here and, except No. HH, may be used abroad.

Patent Applied For



Patent "You'd" Putter No. YL

International Putter No. 4

Putter No. RM

Front View

Hammer Headed Putter No. HH

Patent "You'd" Putters. No. YL. Aluminum, with special pattern lead face inserted.
(Patent Applied For) Specially prepared calf grips. Each, \$3.00

"International" Putters. No. 4. Aluminum. Used both here and abroad. Face slightly
laid back. Made in three lies—flat, medium and upright. Specially prepared calf grips. \$2.50

Model RM Putters. No. RM. A model which embraces the good points of various styles
we have made during the past few years. For players particularly, who have used our
No. 4, the new No. RM will undoubtedly become very popular. . . . Each, \$2.50

"Hammer-Headed" Putters. No. HH. Aluminum. Used by many of the most prominent
players in matches in the United States, but the style is not legal in England. Specially
prepared calf grips. Each, \$2.50

Spalding "Gold Medal" Wood Putters
No. 10. Of wood, heavily weighted with lead. Scored brass face. Specially prepared
calf grips. Each, \$3.00

Any of above Putters furnished with Spalding Never Slip Grips, instead of specially prepared calf
grips 25c. each extra.

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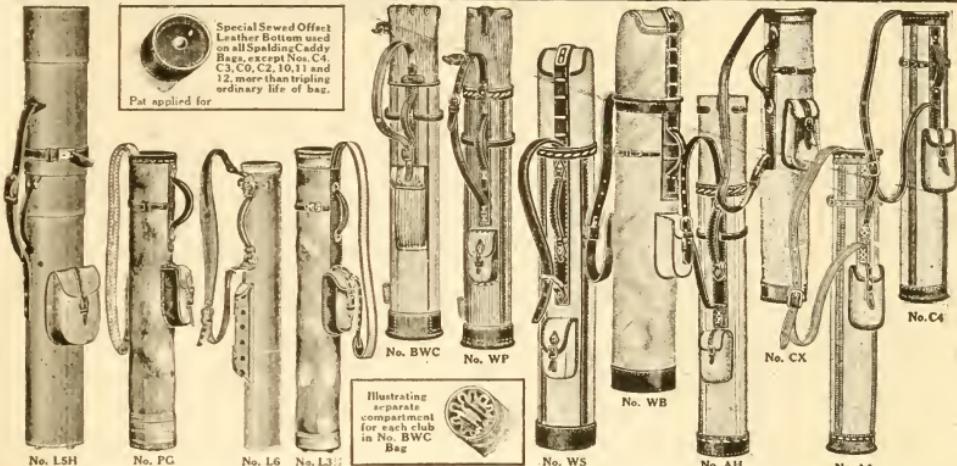
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Special Sewed Officer Leather Bottom used for Caddy Bass, except Nos. A, C3, C6, C2, 10, 11 and 12, more than tripling ordinary life of bag.

Pat applied for



Illustrating separate compartment for facts of bag in No. BWC Bag



Spalding All-Leather Caddy Bags

No. L5H. Best quality russet cowhide, ball pocket and sling to match, brass trimmings 5 inches diameter. Removable hood for covering clubs, patent heavy brass buckle lock. Accepted by railroads as baggage. Each, \$12.00

No. PG. Imported russet pigskin; brass trimmings, white leather lacing. Size 5 inches in diameter. Each, \$12.00

No. L4. English cowhide, white leather lacing, brass fittings. Size 5 inches diameter. Each, \$8.00

No. L6. Russet cowhide, snap sling, brass trimmings. Ball pocket. Size 5 inches diameter. Each, \$6.00

No. L3 1-2. Good quality light brown grain leather; brass trimmings large ball pocket. 5 inches diam. Ea., \$6.50

Spalding Caddy Bag for Women

No. WL3 1-2. Light brown grain leather; brass trimmings. Ball pocket 4 $\frac{1}{2}$ inches diameter. Each, \$6.00

Spalding Corduroy Caddy Bags

No. BWC. Special compartment bag, with eleven separate entire length pockets for clubs. Reinforcing steel strips, leather covered; brown feather trimmings handle and shoulder strap with brass fittings. Hood to cover clubs securely. Ball pocket of ample size, and bag has umbrella attachment. Diameter of bag 8 inches. Each, \$15.00

No. WP. Imported English tan corduroy; leather trimmings, white leather lacing, reinforcing steel strips, leather covered; umbrella attachment. Patent heavy brass buckle lock to fasten waterproof hood over clubs, brass trimmings. Size, 8 inches in diameter. Each, \$15.00

Spalding Caddy Bags for Children

No. 12. Good quality white or brown duck, black or brown leather trimmed; leather handle and shoulder strap, reinforcing steel strips covered with webbing to match leather trimmings; ball pocket. Diameter 4 inches. Leather offset bottom similar to best quality full size bags. Each, \$3.00

No. 10. Brown or white duck, leather trimmings, webbing shoulder strap, ball pocket. Leather bottom. 3 $\frac{1}{2}$ inches diameter. Each, \$1.00

Sunday Caddy Bags

No. 11. White duck; ball pocket; heavy web shoulder strap. 4 $\frac{1}{2}$ inches diameter. Each, \$1.00

Spalding Canvas Caddy Bags—Large Size

No. WS. White or brown duck, 7 or 8 inches diameter, brown or black leather trimmings, white leather lacing; reinforcing steel strips, leather covered; umbrella attachment. Patent heavy brass buckle lock to fasten waterproof hood over clubs. Brass trimmings. Each, \$10.50

No. WR. Same as WS, but reeds instead of steel strips; different style lock. Either 7 or 8 in. diameter. Each, \$9.00

No. WB. Same as WS, but without reinforcing strips and umbrella attachment, white leather lacing; lock same style as on No. WR. Either 7 or 8 inches diameter. Each, \$8.00

REGULAR AND SMALL SIZES

No. AH. White or brown duck, brown leather trimmings, 6 inches diameter, hood to cover clubs, good buckle lock brass trimmings, reinforcing steel strips, leather covered; white leather lacing, umbrella attachment. Each, \$7.50

No. AHK. As AH, but lighter weight; khaki color. " 7.50

No. AI. White or brown duck, brown leather trimmings white leather lacing; reinforcing steel strips, leather covered brass trimmings. 6 in. diameter. Each, \$6.50

No. A1K. As AI, but lighter weight; khaki color. " 6.50

No. A2. White or brown duck, brown leather trimmings; reinforcing steel strips, leather covered, brass trimmings. 5 or 6 in. diameter. Each, \$5.50

No. A2K. As A2, but lighter weight; khaki color. " 5.50

No. CX. Good white or brown duck, brown leather trimmings. 6 inches diameter. Each, \$4.00

No. C4. White or brown duck, 6 inches diameter, black or brown leather trimmings, real reed strips covered with webbing to match leather trimmings, large ball pocket, leather bottom with studs. Brass fittings. Each, \$3.00

No. C4K. As C4, but khaki colored duck. " 3.00

No. C3. White or brown canvas; 6 inches diameter, brown leather trimmings, leather bottom, studs, ball pocket, handle and sling. Brass fittings. Each, \$2.50

No. C3K. As C3, but khaki colored canvas. " 2.50

No. CO. White or brown duck, brown leather trimmings, ball pocket, leather bottom with studs; shoulder strap. 4 $\frac{1}{2}$ inches diameter. Each, \$2.00

No. C2. Brown or white canvas; canvas covered bottom with studs, ball pocket, leather handle and shoulder sling. Size 5 inches diameter. Each, \$1.50

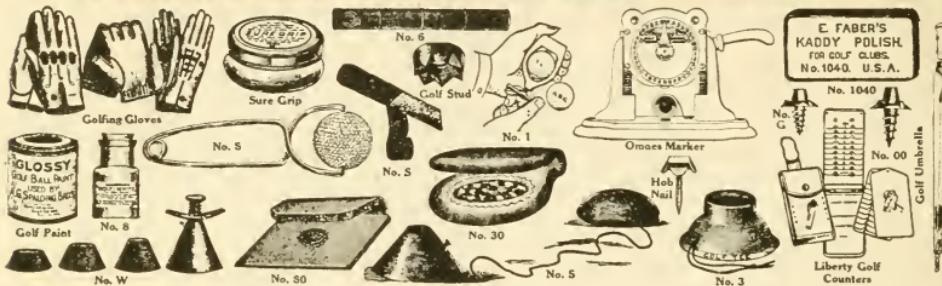
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GOLFING GLOVES

| | | |
|----------|--|--------------|
| No. G1. | Best quality soft white chamois, open knuckles, perforated back | Pair, \$2.00 |
| No. G2. | Fine soft tanned chamois, open knuckles, perforated back | Pair, \$1.75 |
| No. 200. | Best quality brown leather palms and tips; backs of lisle thread | Pair, \$2.00 |
| No. G2L. | Quality as No. G2, for left hand only, with reinforced palm | Each, \$1.00 |
| No. G3. | Fingerless, palms reinforced, perforated backs | Pair, \$1.00 |
| No. G4. | Fingerless, for left hand | Each, .50 |

SURE GRIP

Will not soil the hands and insures a good grip. Box, 25c.

FIRM GRIP

Very popular abroad. Gives firm grip Tube, 15c.

SECCOMB GRIP WINDER.

No. S. Grip of rubber fabric. Can be put over regular grip Each, 15c.

RUBBER GRIPS

No. 6. Corrugated grip, of Para rubber. Provides a firm and perfect grip Each, 50c.

WAY'S GOLF STUDS

Highly tempered steel. Screwed to sole and heel. Will always insure a firm footing.

No. 11. Stud with screw Each, 10c.
No. 11S. Set of 12. Complete, 75c.

HOB NAILS

No. W. Aluminum. Dozen, 15c.
No. MK. Iron. Dozen, 10c.

GOLF CALKS

No. G. $\frac{1}{4}$ -inch screw, $\frac{5}{8}$ -inch head. Box of 50, complete with wrench for attaching 50c.
Dozen calks, without wrench 15c.
No. OO. 5-16-inch screw, 5-32-inch head. Box of 50, complete with wrench for attaching 50c.
Dozen calks, without wrench 15c.

ADJUSTABLE TEE MOLD

No. W. Makes Tees $\frac{3}{8}$, $\frac{1}{2}$ and $\frac{5}{8}$ -inch high. Weight, $\frac{1}{4}$ oz. With extra spring Each, 50c.

RUBBER GOLF TEE

No. 3. Good quality. Regulation style. Red rubber. Ea., 5c.

ANCHOR GOLF TEE (Cannot Be Lost)

No. 5. Can only move the length of the string, which is about nine inches Each, 15c.

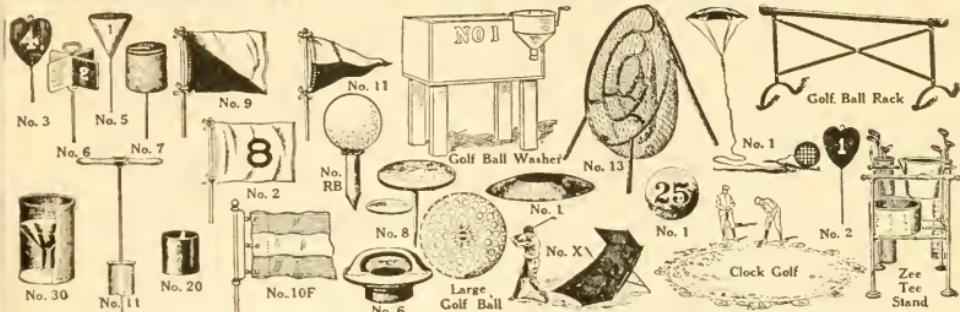
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SPALDING MARKING DISCS. Metal Discs, painted red and white and numbered 1 to 18, to designate the number of hole. The iron shaft is strongly fastened to disc and about four feet long.

| | |
|--|--------------|
| No. 3. Heart shape. | Each, \$.60 |
| No. 5. Pear shape, hollow. | " 1.50 |
| No. 6. Windmill, four flanges. | " 1.00 |
| No. 7. Circular, complete with red flag. | " 1.00 |

SPALDING DIRECTION AND MARKING FLAGS
Colors: Red, White, Red and White, Blue and White, or any other combinations of colors.

| | |
|---|------------|
| No. 9. Flags only, oblong shape. | Each, 40c. |
| No. 11. Flags only, triangle shape. | " 40c. |

SPALDING MARKING FLAGS

Red out, numbered from 1 to 9. White in, numbered from 10 to 18. No. 2. Flags only, numbered as ordered. . . Each, 50c.

| | |
|---|--------------|
| No. 10F. Flags, with attaching hooks, for use with N. F supports. | Each, \$.25 |
| No. B. Bamboo poles, 7 feet, with brass ferrules. " 1.00 | |
| No. C. Cherokee Holder for bamboo flagstaff. " 1.00 | |
| No. F. Flag Support. Iron upright, with revolving, flag holder. Patented April 5, 1912. | Each, \$2.00 |

SPALDING GOLF HOLE RIMS, MIDLOTHIAN PATENT

(Patented March 21, 1899)

No. 30. Solid iron casting inside. Prevents the hole from being racked by the weight of the flag staff or pole, which is kept always in an upright position, with small hole in iron casting to accommodate iron rod disc upright. Each, \$1.00

No. 31. Similar to No. 30, but with hole large enough to accommodate bamboo poles. Each, \$1.00

SPALDING HOLE RIM EXTRACTOR

No. EX. For extracting Nos. 30 or 31 hole rims. . Each, 50c.

SPALDING IRON HOLE RIMS

No. 20. For lining holes in putting green. The cross-piece prevents ball from falling to bottom of hole. Each, 40c.

SPALDING HOLE RIM SETTER

No. 6. For setting the hole rim and leveling edges around same. Each, \$1.25

SPALDING STEEL HOLE CUTTERS

No. 11. Improved style, with point for centering and device for ejecting earth and sod after cutting clean hole. Cutter is of best steel and has substantial wood handle. Each, \$5.00

SPALDING "CHEROKEE" GOLF BALL WASHER

(PATENT APPLIED FOR)

Takes everything off but the paint. Should be at every tee of a well appointed course. Now used on the more prominent courses. Each, \$6.00

SPALDING ZEE TEE STAND

Compact arrangement for golf tees. Complete, neatly painted and with pail or pan fixtures, but without lettering. Ea., \$10.00 Same as above, but lettered with number of hole. " 11.00

GOLF BALL RACKS

Useful on much frequented courses. With this rack each player or one player in a party drops his ball in the rack when he arrives, his relative position being determined by the position of the ball in the rack. Substantially made of iron, heavily japanned.

| | |
|----------------------------------|---------------|
| No. 1. To hold 24 balls. | Each, \$10.00 |
| No. 2. To hold 36 balls. | " 12.00 |
| No. 3. To hold 72 balls. | " 15.00 |

NUMBERED METAL BADGES FOR CADDIES

No. 1. Safety pin on back to fasten to cap or breast. Each, 25c.

SPALDING TEETING DISC

No. RB. Made with composition golf ball top. White enameled. Used on most prominent courses. Pair, \$1.00

SPALDING TEETING PLATES

No. 8. Round metal plate to lie flush with ground. Pair, 50c.

SPALDING PUTTING DISC

No. 2. Heart Shape. Used to train eye in putting. Ea., 50c.

No. 1. Regular style. Can be used also indoors. " 25c.

CLOCK GOLF

For practice in putting nothing excels this game. The figures are arranged in a circle from 20 to 24 feet in diameter, or any size that the lawn will admit.

No. 1. With raised figures, black, on white teeting plates. Will not injure lawn. Set, \$10.00

No. 2. Plain cut-out figures, painted white, not on plates. Set, \$5.00

No. 3. Portable set, complete in canvas cover. " 3.00

LARGE GOLF BALL

Send your friend a ball he can hit. Each, 50c.

EUREKA GOLF DRIVING NET

No. X. For practising, especially iron, approach shots. May be put up almost anywhere. Complete, with different colored pockets in net, uprights, etc. . Each, \$7.50

PARACHUTE GOLF BALL

No. 1. For practising, driving, and all golf strokes in a limited area. The parachute prevents the ball from travelling very far. Complete, 80c.

SPALDING GAME OF GOLFETTE

No. 13. The object is to loft ball into center net for highest count, the other nets counting less. Use regular club and ball. Each, \$5.00

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A. G. SPALDING & BROS.
STORES IN ALL LARGE CITIES

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TRADE-MARK

GUARANTEES
QUALITY

Spalding Golf Shoes



No. 88

No. 88. Fine russet calf, low cut. Spliced rubber soles (new idea), sewed welt, full heels and studded leather toes. Most up-to-date and best golfshoes made Supplied regularly without box toe, but will be furnished with box toe on special order

Pair, \$8.00



No. 8

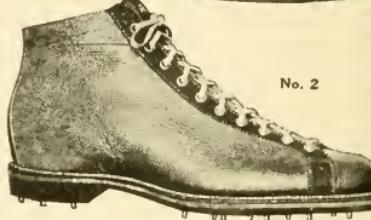
No. 8. High cut, tan calf; English swing last, box toes, Blucher cut, white oak soles, sewed welt. Heavy enough to attach hob nails or rubber discs. Pair, \$7.00



No. 6

No. 4. High cut, tan calf leather, reinforced across instep, blunt spikes. Plain toes, no cap. Easiest fitting and most comfortable golf shoes made.

Pair, \$6.50



No. 2

No. 6. Low cut, tan calf; English swing last, box toes, Blucher cut, white oak soles, sewed welt. Heavy enough to attach hob nails or rubber discs. Pair, \$6.50



No. GB

No. 5. Low cut, tan calf leather, reinforced across instep; sewed welt, blunt spikes, plain toe, no cap. Pair, \$6.00



No. 7. Low cut, tan calf, heavy white oak leather soles; fitted with special metal blunt spikes, sewed welt. Pair, \$6.00

No. 2. Best waterproof tan English grain leather; sewed welt; Blucher style. Laced very low. Blunt spikes; leather laces. Pair, \$6.00

No. GB. Low cut, with suction rubber soles, sewed welt. Light drab calf. Laced very low. Pair, \$5.00

No. AB. Same as No. GB, but high cut. Pair, \$5.00

Hob Nails { No. MK. Iron. Dozen, 10c.
No. W. Aluminum. " 15c.

Rubber Discs. For golf shoes. Each, 7c.

An application every couple of weeks of SPALDING DRI-FOOT will be found very beneficial to leather soles of Golf Shoes. Can, 15 cents.

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Showing sole of Nos. 4, 5, and 7 Shoes

Prices in effect July 5, 1914 Subject to change without notice. For Canadian prices see special Canadian Catalogue.

ACCEPT NO SUBSTITUTE THE SPALDING TRADE-MARK GUARANTEES QUALITY

SPALDING NEW ATHLETIC GOODS CATALOGUE

The following selection of items from Spalding's latest Catalogue will give an idea of the great variety of ATHLETIC GOODS manufactured by A. G. SPALDING & BROS. . . . SEND FOR A FREE COPY.

SEE LIST OF SPALDING STORE ADDRESSES ON INSIDE FRONT COVER OF THIS BOOK

| | | | | |
|----------------------|---------------------------|---------------------------|-----------------------|----------------------------|
| Ankle Supporter | Emblems | Jackets— | Polo, Roller, Goods | Skate Bag |
| Athletic Library | Embroidery | Fencing | Protectors— | Skate Keys |
| Attachments— | Exercisers— | Foot Ball | Abdomen | Skate Rollers |
| Cheat Weight | Elastic | Javelins | Eyeglass | Skate Straps |
| Bags— | Home | Jerseys | Finger, Field Hockey | Skate Sundries |
| Caddy | Felt Letters | Knee Protectors | Indoor Base Ball | Ski |
| Striking | Fencing Sticks | Knickerbockers, Foot Ball | Thumb, Basket Ball | Snow Shoes |
| Skate | Fighting Dummies | Lace, Foot Ball | Pucks, Hockey, Ice | Sports Coats |
| Balls— | Finger Protection, Hockey | Lacrosse Goods | Push Ball | Sprint Lanes |
| Base | Flags— | Ladies— | Pushers, Chamois | Squash Goods |
| Basket | College | Fencing Goods | Quoits | Standards— |
| Field Hockey | Making, Golf | Field Hockey Goods | Racks, Golf Ball | Vaulting |
| Foot, College | Foils, Fencing | Gymnasium Shoes | Racquet, Squash | Volley Ball |
| Foot, Rugby | Foot Balls— | Gymnasium Suits | Rapiers, Fencing | Straps— |
| Foot, Soccer | Association | Skates, Ice | Referees' Whistle | For Three-Legged Race |
| Golf | College | Skates, Roller | Rings— | Skate |
| Hand | Rugby | Skating Shoes | Exercising | Sticks, Roller Polo |
| Hurley | Foot Ball Clothing | Snow Shoes | Swinging | Stockings |
| Indoor Base | Foot Ball Goal Nets | Laces for Sprints | Rowing Machines | Stop Boards |
| Lacrosse | Foot Ball Timer | Leg Guards— | Suits— | Striking Bags |
| Medicine | Gloves— | Ice Ball | Ball, Indoor | Suits |
| Playground | Boxing | Ice Hockey | Gymnasium, Ladies' | Gymnasium, Ladies' |
| Polo, Roller | Fencing | Letters— | Soccer | Swimming |
| Polo, Water | Foot Ball | Embroidered | Water Polo | Supporters— |
| Push | Golf | Felt | Ankle | Wrist |
| Squash | Hand Ball | Masks— | Suspensions | Sweaters |
| Volley | Hockey, Field | Fencing | Scabbards, Skate | Swivels, Striking Bag |
| Ball Cleaner, Golf | Hockey, Ice | Nose | Score Books— | Swords— |
| Bandages, Elastic | Lacrosse | Masseur, Abdominal | Basket Ball | Fencing |
| Bar Bells | Goals— | Mattresses, Gymnasium | Ice Hockey | Duellng |
| Bar Stalls | Basket Ball | Mattresses, Wrestling | Shin Guards— | Tackling Machine |
| Bars— | Foot Ball | Megaphones | Association | Take-Off Board |
| Horizontal | Hockey, Field | Mitts— | College | Tape, Measuring, Steel |
| Parallel | Hockey, Ice | Hand Ball | Field Hockey | Tees, Golf |
| Bases— | Lacrosse | Striking Bag | Ice Hockey | Tennis Posts, Indoors |
| Indoor | Goal Clubs | Moccasins | Shirts— | Tight— |
| For Relay Races | Golf Counters | Monograms | Athletic | Full |
| Batons | Golf Sundries | Mountpiece, Foot Ball | Rubber, Reducing | Full, Wrestling |
| Balls— | Golfette | Mufflers | Soccer | Hockey |
| Leather and Worsted | Grips— | Needle, Lacing | Shoes— | Knee |
| Wrestling | Athletic | Netts— | Aerobic | Toboggans |
| Bladders— | Golf | Basket Ball | Basket Ball | Toboggan Cushions |
| Basket Ball | Gymnasium, Home | Golf Driving | Bowling | Toe Boards |
| Fighting Dummy | Gymnasium Board, Home | Volley Ball | Clog | Toques |
| Foot Ball | Hammers, Athletic | Newcomb | Fencing | Trapeze, Adjustable |
| Striking Bag | Hangers for Dumb Bells | Numbers, Competitors' | Field Hockey | Trapeze, Single |
| Blades, Fencing | Hangers for Indian Clubs | Pads— | Foot Ball, College | Trousers— |
| Blankets, Foot Ball | Hats, University | Foot Ball | Foot Ball, Rugby | Y. M. C. A. |
| Caddy Badges | Head Harness | Golf | Foot Ball, Soccer | Foot Ball |
| Cap | Health Pull | Gymnasium | Shoes— | Trunks— |
| Lacrosse | Hob Nails | Jumping | Golf | Velvet |
| Outing | Hockey Pucks | Running | Calisthenic | Worsted |
| Skull | Hockey Sticks, Ice | Skating | Washer, Golf Ball | Tug of War |
| University | Hockey, Field | Snow | Watches, Stop | Umbrella, Golf |
| Water Polo | Holder, Basket Ball | Squash | Weights, 50-lb. | Uniforms, Base Ball Indoor |
| Chest Weights | Hole Cutter, Golf | Street | Whistles | Wands, Calisthenic |
| Circle, Seven-Foot | Hole Rim, Golf | Tramping | Wrestling Equipment | Washer, Golf Ball |
| Clock Golf | Horse, Vaulting | Walking | Wrist Machines | Watches, Stop |
| Collarette, Knitted | Hurdles, Safety | Shot— | Women's Sports Shirts | Weights, 50-lb. |
| Corks, Running | Hurley Sticks | Athletic | | Whistles |
| Cross Bars, Vaulting | Indian Clubs | Indoor | | |
| Dicks— | Inflators— | Massage | | |
| Marking, Golf | Foot Ball | Skates— | | |
| Discus, Olympic | Striking Bag | Ice | | |
| Disks, Striking Bag | | Roller | | |
| Dumb Bells | | | | |

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A. G. SPALDING & BROS.
STORES IN ALL LARGE CITIES

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Standard Policy

A Standard Quality must be inseparably linked to a Standard Policy.

Without a definite and Standard Mercantile Policy, it is impossible for a Manufacturer to long maintain a Standard Quality.

To market his goods through the jobber, a manufacturer must provide a profit for the jobber as well as for the retail dealer. To meet these conditions of Dual Profits, the manufacturer is obliged to set a proportionately high list price on his goods to the consumer.

To enable the glib salesman, when booking his orders, to figure out attractive profits to both the jobber and retailer, these high list prices are absolutely essential; but their real purpose will have been served when the manufacturer has secured his order from the jobber, and the jobber has secured his order from the retailer.

However, these deceptive high list prices are not fair to the consumer, who does not, and, in reality, is not ever expected to pay these fancy list prices.

When the season opens for the sale of such goods, with their misleading but alluring high list prices, the retailer begins to realize his responsibilities, and grapples with the situation as best he can, by offering "special discounts," which vary with local trade conditions.

Under this system of merchandising, the profits to both the manufacturer and the jobber are assured; but as there is no stability maintained in the prices to the consumer, the keen competition amongst the local dealers invariably leads to a demoralized cutting of prices by which the profits of the retailer are practically eliminated.

This demoralization always reacts on the manufacturer. The jobber insists on lower, and still lower, prices. The manufacturer, in his turn, meets this demand for the lowering of prices by the only way open to him, viz.: the cheapening and degrading of the quality of his product.

The foregoing conditions became so intolerable that 15 years ago, in 1899, A. G. Spalding & Bros. determined to rectify this demoralization in the Athletic Goods Trade, and inaugurated what has since become known as "The Spalding Policy."

The "Spalding Policy" eliminates the jobber entirely, so far as Spalding Goods are concerned, and the retail dealer secures the supply of Spalding Athletic Goods direct from the manufacturer by which the retail dealer is assured a fair, legitimate and certain profit on all Spalding Athletic Goods, and the consumer is assured a Standard Quality and is protected from imposition.

The "Spalding Policy" is decidedly for the interest and protection of the users of Athletic Goods, and acts in two ways:

First.—The user is assured of genuine Official Standard Athletic Goods.

Second.—As manufacturers, we can proceed with confidence in purchasing at the proper time, the very best raw materials required in the manufacture of our various goods, well ahead of their respective seasons, and this enables us to provide the necessary quantity and absolutely maintain the Spalding Standard of Quality.

All retail dealers handling Spalding Athletic Goods are requested to supply consumers at our regular printed catalogue prices—neither more nor less—the same prices that similar goods are sold for in our New York, Chicago and other stores.

All Spalding dealers, as well as users of Spalding Athletic Goods, are treated exactly alike, and no special rebates or discriminations are allowed to anyone.

This briefly, is the "Spalding Policy," which has already been in successful operation for the past 15 years, and will be indefinitely continued.

In other words, "The Spalding Policy" is a "square deal" for everybody.

A. G. SPALDING & BROS.

By *A. G. Spalding*.
PRESIDENT.

Standard Quality

An article that is universally given the appellation "Standard" is thereby conceded to be the criterion, to which are compared all other things of a similar nature. For instance, the Gold Dollar of the United States is the Standard unit of currency, because it must legally contain a specific proportion of pure gold, and the fact of its being Genuine is guaranteed by the Government Stamp thereon. As a protection to the users of this currency against counterfeiting and other tricks, considerable money is expended in maintaining a Secret Service Bureau of Experts. Under the law, citizen manufacturers must depend to a great extent upon Trade-Marks and similar devices to protect themselves against counterfeit products — without the aid of "Government Detectives" or "Public Opinion" to assist them.

Consequently the "Consumer's Protection" against misrepresentation and "inferior quality" rests entirely upon the integrity and responsibility of the "Manufacturer."

A. G. Spalding & Bros. have, by their rigorous attention to "Quality," for thirty-eight years, caused their Trade-Mark to become known throughout the world as a Guarantee of Quality as dependable in their field as the U. S. Currency is in its field.

The necessity of upholding the Guarantee of the Spalding Trade-Mark and maintaining the Standard Quality of their Athletic Goods, is, therefore, as obvious as is the necessity of the Government in maintaining a Standard Currency.

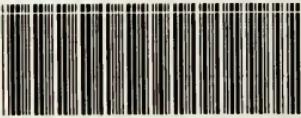
Thus each consumer is not only insuring himself but also protecting other consumers when he assists a Reliable Manufacturer in upholding his Trade-Mark and all that it stands for. Therefore, we urge all users of our Athletic Goods to assist us in maintaining the Spalding Standard of Excellence, by insisting that our Trade-Mark be plainly stamped on all athletic goods which they buy, because without this precaution our best efforts towards maintaining Standard Quality and preventing fraudulent substitution will be ineffectual.

Manufacturers of Standard Articles invariably suffer the reputation of being high-priced, and this sentiment is fostered and emphasized by makers of "inferior goods," with whom low prices are the main consideration.

A manufacturer of recognized Standard Goods, with a reputation to uphold and a guarantee to protect must necessarily have higher prices than a manufacturer of cheap goods, whose idea of and basis of a claim for Standard Quality depends principally upon the eloquence of the salesman.

We know from experience that there is no quicksand more unstable than poverty in quality—and we avoid this quicksand by Standard Quality.

A. G. Spalding & Bros.



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| BOSTON | MILWAUKEE | KANSAS CITY |
| PHILADELPHIA | DETROIT | SAN FRANCISCO |
| NEWARK | CINCINNATI | LOS ANGELES |
| ALBANY | CLEVELAND | SEATTLE |
| BUFFALO | COLUMBUS | SALT LAKE CITY |
| SYRACUSE | INDIANAPOLIS | PORTLAND |
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| LONDON, ENGLAND | | ST. PAUL |
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| GLASGOW, SCOTLAND | | TORONTO, CANADA |
| | | PARIS, FRANCE |
| | | SYDNEY, AUSTRALIA |

Factories owned and operated by A.G. Spalding & Bros. and where all of Spalding's Trade-Marked Athletic Goods are made are located in the following cities:

| | | | |
|----------|---------|---------------|-----------------|
| NEW YORK | CHICAGO | SAN FRANCISCO | CHICOPEE, MASS. |
| BROOKLYN | BOSTON | PHILADELPHIA | LONDON, ENG. |